Press as institution of socio-political system of government

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Abstract:

Information policy is an activity of a person to actualize and realize his interests in society by means of creation, modification, preservation and transfer of all types of information. Information policy is a special field of people`s activity who is involved in the presentation and dissemination of information (political figures, scientists, analysts, journalists, listeners, readers and etc.) that meets interests of social groups and public institutions. Information policy has two types: state and private. Information policy is informatiology of the mass media. Informatiology of the mass media considers how it shapes ideological, political, economic and other views, thoughts, knowledge and evaluation that influence the welfare, culture, conduct of people and all sides of their life. According to the main principle of the implementation of state information policy the interests of a person and state must be mutually preserved.

Keywords: information, policy, state information policy, informatiology of the mass media, information society, power.

As an integral part of the society`s political system, the mass media play an important coordination role between the state and society, can freely operate and exert growing influence on social changes. The mass media can operate freely and play a growing role in public changes. Today, the mass media are capable of being the information guarantor of the state stability, a stabilizing factor for society, and by changing any social organism it also determines the importance of the state information policy.

Information is data conveyed to people. People have comprehended information through data transmission since ancient times. According to R. F. Abdeyev, distinctness of information in any form reflects competition of these attributive and functional concepts, explains its bounds [1, 33]. This means that information used in the society in the form of exchange of information between people has social features.

Being a major component of information society, information policy features two main aspects: the first is that information is considered a significant factor influencing social development, while the second is that infor-

mation represents necessity in managing events and processes.

Politics, first and foremost, comprises several components like the establishment and maintenance of state power [2, 65], and demonstrates itself largely in the activities of social subjects aimed at realizing public interests through power institutions. It covers relations within the government as well as various social groups, classes, nations and states. Its essence is defined by "power" category, while its quality is defined by the essence of the social area that the policy is aimed at. From this aspect, state policy is divided into economic, social, cultural, national and information policy. So policy includes the state, legislative, party and election areas, decision-making mechanisms, political process, political relations, political culture, the media, and etc. It comprises special social institutions executing government authority, political relations, government authority, mass competition for power and control of it [3, 33].

According to E. Tovokin, areas of application of policy are different. But the nature and directions of the activity of social practice are defined by conceptual mechanisms of social groups, which have government authority [4, 40].

Different opinions have been voiced about the government. Of them Montesquieu differs with his socio-political modernization concept and liberal-reformist position. According to the French thinker, government is order, division and equality of power and law. "It has a status of the example of universal civilization" [5, 69].

Information policy is an activity of a person to actualize and realize his interests in society by means of creation, modification, preservation and transfer of all types of information. Information policy is a special field of people`s activity who is involved in the presentation and dissemination of information (political figures, scientists, analysts, journalists, listeners, readers and etc.) that

meets interests of social groups and public institutions. Information policy has two types: state and private.

Researchers regard information policy an area of informatiology, its socio-political integral part [6, 53].

From this point of view, information policy is informatiology of the mass media. Informatiology of the mass media considers how it shapes ideological, political, economic and other views, thoughts, knowledge and evaluation that influence the welfare, culture, conduct of people and all sides of their life. According to the main principle of the implementation of state information policy the interests of a person and state must be mutually preserved. This means that state information policy should protect and ensure the government`s interests to the extent the government implements and protects the interests of civil society and any separate individual. According to V. D. Popov, the essence of information policy can be defined through information government category as follows: information policy is the ability of political subjects to influence – with the help of information and within the framework of the interests of the government and civil society – consciousness, psychology, conduct and activities of people. Private information policy can serve government, act in contrast to the interests of the civil society, it can build dialogue or disagree with government, or it can serve the interests of separate groups, parties or even individuals.

The object of information policy is the information area of the society`s life as a scientific knowledge field in a broad sense of the word. It is the whole set of subjects performing the use, formation and distribution of information, information infrastructure, as well as relevant public relations. Civil society can be represented by the public consciousness as an influence tool of information. V. D. Popov says that the object of information society is information processes reflecting, expressing and protecting mass consciousness,

media and mass communication systems, rights of a person and state policy. [7, 20-22].

As a scientific knowledge (informatiology) area, the subject of information policy is the analysis and forecast of "public information relations", development trends and regularities of information processes and their development, as well as the discovery of the effects of impact of the media and mass communications on the mass consciousness, civil society and government.

The aim of information policy is achieving a system of knowledge for ensuring information and psychological security of citizens and the country, information-analytical accompaniment of state policy, and delivering government`s decisions and programs to people as a mass governance subject. Being a scientific area, the task of information policy is "analyzing and forecasting modern information processes, developing theoretical-practical methods of information-analytical activity, ensuring information and psychological security. This way information policy helps to fulfill the task of strategic informatiology, particularly social one – the process of building information society.

Information policy is less analyzed and a more complex type of policy. This is conditioned by a number of factors, including the essence and current state of information area, and the system of the mass media. They consist of the system of institutions for the creation, preservation and transmission of information with the help of technologies. Given the fact that the mass media reflect the interests of government, society, parties, political, financial-economic groups, political interests of separate individuals, they become a more important subject of socio-political activity. When the mass media become the key factor shaping the public opinion this is much more noteworthy especially in the society where reforms are conducted. For this reason the mass media play the role of a political subject of government authority bodies, in other words, the subject of its information policy.

This policy is, in general, a system of principles, technologies and governance bodies ensuring government`s interests in the field of information. The essence of information policy consists of information provi-sion of the interests of government and society. And the protection of these interests is more and more dependent on information component of state policy.

The complexity of the structure of information policy should also me noted. This includes several types: a theoretical and methodological one related to the development of the conceptual basis of this policy, ideology; a social and technological one representing the total outcome of the ways and methods of achieving the goals expressed on the theoretical and methodological level and set based on the analysis of theory and practice; and a practical and organizational one which reflects the execution of the system of measures towards fulfilling major tasks.

Information policy also includes all-federal, regional levels. Both special governance apparatus, including methodology and execution methodics correspond to each of these levels.

There are also several types. This includes an authoritarian one which turns into personal will, a symbiotic one of governance of the information field, a government and public one corresponding to the interests of the society and government thanks to parity structures, etc.

Information policy is carried out in different areas. They consist of independent, but inter-connected structural parts (political, legislative, financial-economic, organizational-technical).

The political part includes direct establishment of the interests of government elite, and it is linked to the preparation and execution of legal acts regulating this area by legislation. The financial-economic part represents politics "solely". In other words, this includes the allocation of budget funds, the conduct of tax and customs policy, the working out of corporatization rules, etc. The last part – the organizational and technical one – covers human resources policy in the field of media, the creation of new structures, transformation of old ones, etc.

In the second half of the 20th century, information industry became one of the most important areas of public production, gradually subordinating all its spheres, especially services sector and leisure industry. The mass

media are becoming a commercialized mass cultural infrastructure aimed at serving the interests of the producers and depersonalization of consumers. And this meets the interest of the supporters of mass culture because moral and ideological results of mass application of standardized informants, which form stereotype manners, norms of conduct and values, automatically bring in financial dividends. Direct relationship of mass culture with information capital, which is strengthening its position in the establishment and enjoys close ties with the international communication market, is becoming the reality of our time. This, certainly, attracts attention.

The achievements of information technologies and mass media systems based on them are so great that the emergence of "information fetishism" is understandable. Representatives of "information fetishism" do not confine to the role of information only to settlement of economic, technological, environmental problems, and apply it to solution of long-standing political, moral and cultural problems. It should be emphasized that not only economic and industrial production, but also political area experiences important influence of information revolution. In addition, politics is increasingly becoming the customer of information technologies.

Rapid development of advanced information and communication technologies both brings about technological innovations, transformation to science-based production, and radically changes people`s entire information environment, the whole socio-cultural content of social life, and increases the role of information area. The new information space dictates new realities of the world information market, which has almost become the most rapidly developing sector, eliminating any borders or ideological barriers, and regulating national and cultural differences. New technologies increase the opportunities of delivering any kind of information to any human being in any part of the globe. This also defines the political aspect of information revolution, which is of particular importance when public structures undergo reforms. The reason is that information is becoming one of the most significant factors in terms of stabilization or destabilization of the society and its political institutions. Moreover, the more tense and dynamic situation in any part of the world is, the more important role the mass media play.

The high level of technologies and global nature of modern information environment, various ways of transmitting information – post, telegraph, telephone, computer and telecommunication technologies prompt the formation of individual communications market (based on network, satellite and stationary communications systems). Now hybrids of telephones, computer, fax and pocket devices are emerging. The intensity of technical progress in this area gives grounds to suggest its unpredictability.

Television, which ignores state borders and national differences of the auditorium as a result of the strengthening of the global influence opportunities of information, experiences the most serious changes. It is more clearly visible in the Internet system. Unlike trade operations, the flow of information is not registered when crossing state borders.

The establishment of a single global information space is an objective requirement of information industry at the modern stage. However, it is not taking place in a balanced manner. The political, economic importance of this process proves that there is discrimination against informationally and technologically less powerful countries. Azerbaijan is an exception. On the night of February 8, 2013 Azerbaijan put its first satellite "Azerspace-1" into orbit. Some 20 percent of the satellite's resources will be used for Azerbaijan's needs, and 80 percent will be available for commercial purposes. It ensures quality television and radio broadcast and high-speed Internet services in the entire territory of Azerbaijan, including Nakhchivan.

Digital computer network replaces previous network of information transmission (telegraph, post, broadcast, cable, etc.). The size of information transmitted through digital computer network cannot be compared to the size of information transmitted by traditional media – television, radio and printed press. Books, newspapers and magazines are available both in printed and online formats.

It should also be noted that the development and integration of information structures has recently started to gain direct support from separate politicians and relevant government institutions. In Japan, for example, the development of cable television network is directly supported by the Ministry of Communications. The government of the United States of America and United Kingdom have considerably reduced anti-monopoly limitations and are now not only preventing, but even assisting the consolidation of local information business (including the integration of printed and electronic media). Even some leaders of developed countries take patronage of important integration projects. For example, let`s take a widely known fact: former U.S. Vice-President Albert Gore was patronizing the information superhighway project of the integration of digital communication systems and the Internet telecommunications network. Taking into account pro-Western development of the local media in the last decade, obviously the same fate awaits the information market of developing countries too. And appropriate bodies are already engaged in forecasting the results of such developments.

These changes bring about the emergence of trends of global change of socio-psychological and even mental comprehension and knowledge mechanisms. This leads to the replacement of the individual analysis through a printed paper with the mass image (television, computer). So a new communicative language based on images, not on symbols (words) is emerging. The results of this transformation can radically change human mentality.

However, these global tendencies experience complete modification in the context of national cultures and change in countries` information space.

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